

INTERCOLLEGIATE

BROADCASTING

SYSTEM

NEWSLETTER

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NOVEMBER 1961

* **AROUND THE SYSTEM**, in this issue, you'll find reports from IBS National and Regional Staff members, as well as from IBS Stations. The IBS filing of comments pertaining to Low Power FM has been completed, after a summer of preparation. (Page 1). The Business Manager has announced billing of IBS Dues for 1961-1962. (Page 1). On Page 2, the appointment of an acting Sales Consultant is announced along with a wealth of Regional reports. Page 3 continues with news of Stations; while Page 5 is packed with information on Engineering and Programming. The Editor has appropriated Page 4 for his own purposes. Here you'll find a discussion of some of the fine station publicity material which has been produced this fall.

* **LOW POWER COMMERCIAL FM** licensing of campus radio stations was proposed by IBS in comments filed with the FCC on the commission's FM Rules Revision Proposal. As the FCC proposal was to change the FM Rules, and in particular the Allocation and Technical Standards, IBS feels that the comments proposing Low Power Commercial FM were in order. According to Bill Malone and Charles Quigley, Engineering and FM Managers respectively, this is the opportunity we have been waiting for.

Under the IBS proposal, campus stations would be permitted to establish commercial FM stations under rules similar to those for non-commercial, educational FM stations now permitted. This, IBS pointed out, would enable campus stations to serve the entire college or university community, without depriving the stations of their advertising income. The comments pointed to the educational and commercial stations now operated on the FM band by campus groups, in support of the proposal. Many of these stations are rendering outstanding service to the entire community, and many started with much less power than they now have.

If your station is interested in obtaining information about the IBS proposal for Low Power Commercial FM or information on establishing an FM station in general, write to FM Manager Charles Quigley at 2614 Kirkwood Place, West Hyattsville, Maryland. Information on broadcast station licensing and FM stations in particular, will be found on Pages 12.50 and 60.00 through 69.00 of the IBS MASTER HANDBOOK.

* **IBS DUES** are being billed on November 10th, 1961. IBS is supported entirely by the dues of the member stations. The IBS National and Regional staff serve without compensation. Business Manager Chuck Conrad has announced that the **FIVE DOLLAR DEDUCTION** is in effect on all dues payments postmarked before midnight December 10th.

REGIONS

- * THE NEW REGIONAL BOUNDARIES reported in the last NEWSLETTER seem to have met with the approval of the stations and regions affected. Revised listings of member stations and maps are being mailed to all stations to replace those now in the MASTER HANDBOOK.
- * THE MIDWEST REGION DIRECTOR, elected last spring, Roger Jones, has resigned in order to devote more time to the new station at Principia. Roger been active in the region all summer and has acted as director until a replacement could be found. Harry Joseph, a senior at Illinois Tech, has volunteered to take over the regional director post until his graduation in January. Harry brings a wealth of experiance from his work at WIIT to this key post.
- * SOUTHERN REGION director, Toby Pennington, has announced plans to hold a Southern Regional Conference at East Tennessee State College on October 28th. Charles Quigley, IBS VP-Regions plans to attend. No further information was available at press time.
- * IN THE MIDWEST REGION, former director Chuck Conrad and director Harry Joseph are reactivating the Midwest regional news network, which was established last year. Plans are also being made for a regional fall meeting.
- * ACTIVITY HAS BEEN HIGH in the CAPITAL REGION. Director Ed Richards has issued a fall newsletter and is planning a fall regional meeting. Tentative plans are to meet at Georgetown University on December 9th.
- * REGIONS VICE PRESIDENT Charles Quigley has prepared a Handbook for all regional directors. In addition to answering many questions which the directors have about their own jobs, the handbook contains a wealth of information for the directors use in aiding stations.

Quigley reports plans to establish tape program series in all regions. Regional programming has been very sucessful in recent years, and a source of such IBS Programming successes as "The Histpry of Jazz" tape series. Quigley also has emphasized inter-regional efforts, such as area news networks.

NATIONAL

- * THE APPOINTMENT of Richard Weber as IBS Sales Consultant (acting) has been announced by IBS President Dick Crompton. Weber, the Manager of WFRS, Ferris Institute, is well informed in radio advertising matters and is the author of several advertising articles. As IBS Sales Consultant, Dick will assist stations in securing and implementing advertising thru his advice and articles in the IBS NEWSLETTER and the IBS MASTER HANDBOOK.

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For a complete listing of IBS National and Regional personnel, please refer to
Pages 04.00 and 04.06 of the IBS MASTER HANDBOOK.

Please send station news, program guides, press releases, etc.
to the Publications Editor at the address listed above.

***** NOTICE *****

The advantages of full membership in IBS are obvious. Full members can vote, the Regional Director has one vote for each full member in the region, and the station has the reputation of being a full fledged broadcast station; rather than one which is still being organized. Any conditional group having in operation a station which meets all applicable provisions of the IBS Codes and the FCC Regulations may be granted Full Membership by a vote of the Board of Directors. The following forms, available from David Borst, IBS VP - Member Services, 2104 Chelsea Road, Palos Verdes Estates, Calif., should be submitted:

- I 219 Membership Application
- T 124 Broadcasting Facilities Questionnaire
- I 240 Application for Assignment of Call Letters

The following stations have filed Membership Applications, which are being held pending receipt of the Broadcasting Facilities Questionnaire: WLCL, WXPB, WBSD, WKNC, WLCR, WCHC, WUVA, WVBC.

STATIONS

- * APPLICATIONS for Conditional Membership have been received from WRSU, Rutgers University, and WNRC at Nichols College in Dudley, Mass. WCCM, The College-Conservatory of Music of Cincinnati (Ohio) was granted Conditional Membership on October 1st. Station Manager is Peter Bissman '62.
- * WGTB-FM at Georgetown University has added another studio and affiliated with the National Association of Educational Broadcasters. WGTB-FM is to be the key station in the proposed Capital Region Network. Programs produced by the stations of the region will be broadcast by FM for rebroadcast by the carrier current stations of the region.
- * TELL THE WORLD and tell college stations all over the country about what's happening at your station. The only way we know what YOU are doing is to read the letters which you send us. Perhaps your latest advertising, recruiting, or publicity idea will be discussed; perhaps your news will be published under Programming, Engineering, Stations, Regions, or National - but there's a good chance you'll see it in print - if it's news. See Editor's address at top of Page 3.

* PUBLIC RELATIONS

An active campus station has a busy Public Relations Department. Last year, a number of articles in the IBS NEWSLETTER were devoted to Program Guides and other station public relations efforts. The practise of reviewing public relations material will be continued this year. Your comments are invited.

WHRB at Harvard University has come up with a publication which many stations have discussed, but few have implemented. The WHRB Ghost, President Ken Dana explains, is published sporadically by members of the Harvard Broadcasting Co. for former members of the Corporation and for their own edification. Editor Clark Johnsen has produced a very presentable, legal size, offset printed, Bulletin. The Ghost reports changes and plans for WHRB's broadcasting facilities, the station's 20th anniversary celebration, and the dedication of the former Studio B as a memorial to Louis Weinman '46.

WBRU at Brown University is publishing an interesting Program Guide. The cover design by Ivan Sygoda '64 is a pleasing tartan pattern in black and white, with the station call letters, frequency, "Program Guide", month and year. The inside front cover has a half page ad for the University store and a promotional ad for the station. On the first page, Charles Sokoloff, Editor, and Paul Forrest, Station Manager, have written a letter to the listeners - reproduced. station letterhead. The next seven pages contain the daily program schedule for each day of the month. Selections on the United States Steel Concert Hour and the classical music feature Nocturne are listed along with the personnel on many programs. Station Management and Program Guide Staff are listed at the bottom of the last page. The inside back cover has a full page ad for a local beef and seafood restaurant. The back cover itself is used for the mailing address. The 8 1/2 by 5 1/2 Guide was printed by offset process on a good quality, heavy weight, white paper.

Publications such as these are the best way of keeping in touch with station and college alumni. Of course, FM broadcasting is another fine way to reach those alumni in the immediate area. If keeping in touch with these people seems useless or meaningless; please note the following two comments: 1, When you graduate, you'll still be interested in what is happening at school and the station; and 2, Most donations of equipment and studios are made by alumni, and families of students and alumni. Good enough reason?

* A NOTE arrived the other day from Dick Crompton, IBS President, Treasurer, Printer, etc. For the past year or two, Dick has been making Carrier Current Transmitters for stations at rather reasonable rates. This year, Dick has added a second transmitter design to the one already proven at many IBS stations. The new design includes built-in metering featured in the Mark I and features five times the power of the Mark I. Write to Dick for details. I understand he is working on the 45th chassis now. Busy man!

ENGINEERING

- * ACCORDING TO A RECENT SURVEY, 45% of all FM stations intend to add stereo multiplex. Ninety-two expect to be in operation this year and about 370 plan to broadcast stereo programs by the end of 1963.
- * THE GOVERNMENT PRINTING OFFICE has published a pamphlet "How to Buy Surplus Personal Property from the US Army, US Navy, US Air Force, and US Marine Corps". It is available for 15¢ from the Superintendent of Documents, G.P.O., Washington 25, D.C. This publication should be a great aid in locating surplus equipment, which the college can then purchase through priority channels for a fraction of cost.

PROGRAMMING

- * THE US ARMY at Fort Meade, Maryland has donated a half-hour program entitled "RECOLLECTIONS OF THE CIVIL WAR" to the IBS Tape Library. Ed Richards, Regional Director, and Jack Burgess, Program Director, of the Capital Region recommend this program to all stations. Please use the order form (P 174A) on page 40.02 of the MASTER HANDBOOK to order this program.
- * IN CASE YOU MISSED the report on last year's program questionnaire, here are a few of the details. The size of staff ranged from 15 to almost 200, and broadcasting hours averaged 58 per week. Although various types of musical programming are most popular, WRNV at the US Naval Academy reports topics such as Military Doctrine, History, and Strategic Planning programs are very popular.

Station Public Relations efforts of an unusual nature were reported. Most common means of publicity were: newspapers, posters, program guides, contests, and handouts. WCHC, however, ran a Radio Marathon to provide financial assistance to a deserving student. WJSL sponsored several skating parties; giving the tickets away on the air. WHUS got together with the Air Force ROTC and got publicity in the form of skywriting.

- * IN A RECENT letter to President Crompton, WKCR President, Bruce Goldman, has offered the Program Series "OUR CIVIL LIBERTIES" to IBS. Each week two or three attorneys examine the legal problems and issues arising from the interpretation of the Bill of Rights. Topics have included such issues as: Standards of Published Obscenity, Film Censorship, Arrest and Interrogation, and the Freedom of Assembly.

Thirteen weeks of half hour programs and two special programs have already been prepared in this series. "Film Censorship: Times Film Corp. v. Chicago" runs 45 minutes and "Wiretapping" is a full 60 minute broadcast. Negotiations for the distribution of these programs through the IBS Tape Library are now in progress. Further details will be published in the next IBS NEWSLETTER.

